



CALPEEK

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Dick Rosengarten, Publisher

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CAMPAIGN '96: DOLE ON TOP AGAIN. WHAT DOES THIS MEAN FOR CALIF.'S MARCH 26TH PRIMARY???

Editor's note: U.S. Sen. Bob Dole's big win in South Carolina, followed by his stunning 8-for-8 wins on what is now called *Junior Tuesday* (Mar. 5th), once again makes the Kansas lawmaker the frontrunner to win the GOP presidential nomination. Here's our update & analysis...

...Dole has the momentum and it's unlikely that either millionaire publisher Steve Forbes or conservative Pat Buchanan can stop him, especially now that Lamar Alexander and U.S. Sen. Richard Lugar have dropped out and tossed their support to Dole. But Forbes and Buchanan refuse to give up and continue to make Dole's political life somewhat miserable. Buchanan just can't seem to stop the Dole bashing. In recent days he's called Dole *clueless*, *a liberal* and *a collaborator* --- *buzz words* that make it appear as though Buchanan isn't interested in GOP unity. And Demos are smiling...

...Now to Calif. Dole's key supporter here, Gov. Pete Wilson, can rest more comfortably, knowing that in all likelihood he'll be leading CA's 165 delegates to the RNC Convention in San Diego Aug. 10-16. There was some doubt about this before Junior Tuesday. Other Dole backers who will make the San Diego trip include AG Dan Lungren, former Gov. George Deukmejian, Sec. of State Bill Jones, State Treas. Matt Fong -- to name a few. Dole's upcoming CA primary could be unusual in that the campaign may well be without any TV ads, because as our sources have previously stated, Dole is near his \$37 million spending limit. Forbes & Buchanan will both campaign here...

...In terms of *voter turnout*, the swiftness of Dole's rebound caught pundits off guard, but the general feeling is that the Republican turnout in Calif. will decline now that the *horse race* is over. In other words, the

Mar. 26th primary may be a *ho-hum affair* unless Buchanan throws a bombshell or two. And Forbes can turn up the volume by writing a check. We'll see...

...FYI: the newest Field Poll pegs President Bill Clinton's job performance approval rating at 55% vs. 37% disapprove. And CALPEEK has seen some GOP polling numbers that supports this data. A survey for 21st S.D. GOP candidate Wilbert Smith by Moore Information (400 voters, Feb. 21-25), shows Pres. Clinton with a 60% approval rating, compared to 32% disapproval. The 21st S.D. takes in Pasadena, Glendale & Burbank --- currently GOP turf. Stay tuned...

CAMPAIGN '96: CA BALLOT MEASURE UPDATE.

Editor's note: There are still 45 initiatives trying to make the Nov. 5th ballot. Two measures have already qualified and CCRI is now being counted. That's why we continue to call 1996 *The Year of the Initiative*. Nine of the 45 measures are fairly new --- and because of the time factor, it will be tough for these 9 to make it. Six of the 9 deal with **health care**. And two of these have backing from the CA Nurses Assn. and the Foundation for Taxpayer & Consumer Rights, who have hired Kimball Petition Mgt. to gather signatures, meaning they have money; but again our sources think it may be too late. As for the March primary, there is new survey info from the Field Poll (taken Feb. 21-25 among 513 likely voters). We'll report only the *likely voter* results. And these results are after the official ballot summary has been read...

◆ **Tort Wars** - The paid media effort by NO on Props. 200, 201 & 202 is now just beginning to hit its stride. **Prop. 200** (no fault auto insurance), the awareness level is now at 73%. Among likely voters, it's 34% YES, 46% NO and 20% are undecided. As reported previously, the NO on 200 TV spot is easy to

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understand and very dramatic. **Prop. 201** (shareholder class action lawsuits), the awareness level is at 41%, up from only 11% in December. Among likely voters it's dead even with 37% each and 26% undecided. And finally, **Prop. 202** (attorney fee limits), among likely voters, it's 45% YES, 30% NO, with 25% undecided...

...What's of interest here is that Consumer Attorneys of CA (the NO side) have lumped Prop. 201 & 202 into a new TV spot called Corporate Wolves --- with rather vicious looking *canis lupus* running through the woods. It's graphic, easy to understand and the NO side is using consumer advocate Ralph Nader's name. The ending tagline says, "*Vote NO on the Terrible Two Hundreds.*" Haven't seen any more YES on 200, 201 or 202 TV ads, but the Alliance To Revitalize Calif. has been on radio, blasting away with an *attorney-bashing theme*. In terms of generating news media interest, the Alliance has gone after Nader, requesting (they should have used the term *demand*) that Nader make public the source of contributions to his organization. The Alliance suspects Nader's group gets funding from trial lawyers, but Nader has never disclosed this info. He's not required to...

◆ **Bond Measures** - There are two huge bond measures on the Mar. 26th ballot: 1) **Prop. 192** is the \$2 billion seismic safety bond measure to retrofit highways & bridges. Among likely voters, YES is at 62%, NO at 27% and 11% are undecided. 2) **Prop. 203** is a \$3 billion bond for public education facilities. Among likely voters, YES is at 72% and NO is 21%, with 7% undecided. While the numbers are encouraging, the problem for both is that money is very tight. FYI: the YES on 203 campaign is worried about the NO on 200, 201 & 202 TV ads, whose tagline of "NO on the Terrible Two Hundreds" *could spill over to 203 and hurt this measure...*

◆ **Mt. Lions** - If the election were held now, it's likely that Mt. Lions would remain in a special category and Sen. Tim Leslie's statute to do away with Prop. 117 would be defeated. The awareness level for **Prop. 197** is at 41%. Among likely voters, YES is at 43%, but NO is at 48%, with 9% undecided...

◆ **The Open Primary** - Our sources are certain **Prop. 198** will win approval, despite the fact that both the CA Demo & Republican Parties are against it. The

awareness level is still low --- at 28%, but among likely voters, YES is winning by a margin of 62% to 26%, with 12% undecided. With both parties unable to raise the money, there's nothing in the path of this initiative. Some slates are carrying the NO side for free, but that's not enough. A major screw up by former CDP Chair Bill Press and CRP Chair John Herrington...

◆ **Mobilehome Rent Control** - This is the one initiative (**Prop. 199**) that Field won't survey. His organization says there's no news media interest. Stay tuned...

CAMPAIGN '96: U.S. HOUSE PRIMARY CONTESTS.

Editor's note: Here's a brief update on three U.S. House primaries...

☒ **50th C.D.** - The hottest primary in CA continues to be the battle between Demo U.S. Rep. Bob Filner and San Diego Councilman Juan Vargas. Filner is on TV with 2 spots produced by The Campaign Group and has dropped one comparison piece of mail (produced by The Campaign Performance Group). He's taking this race very seriously. Vargas has picked up endorsements from city firefighters and police; State Sen. Steve Peace(D-La Mesa); plus a group of Black ministers...

☒ **24th C.D.** - In the Demo primary to replace retiring U.S. Rep. Tony Beilenson(D), the only name to stand out in this crowded field is BoE Member Brad Sherman. But hold on. Who is this 43-year-old hi-tech businessman/attorney Jeff Lipow??? Lipow has pumped about \$75,000 of his own money into a grassroots campaign that may be catching on. His campaign team (Alpha Mgt. Group & consultant John Shallman) have sent out 3 mailers; flooded the 24th with signs and have begun an aggressive phone bank operation. Is it paying off? According to a poll (for Lipow), conducted by GSI Research (Gordon & Schwenkmeyer) of 500 likely Demos (Feb. 25 to 27), Lipow leads with 14%, followed by Sherman with 9% and in 3rd place, Elizabeth Knipe with 5%. Each of the other Demos had less than 2% each and there's a huge 66% undecided. In terms of name ID, Sherman is at 23%, while Lipow's name ID is at 29% -- based on what he's done so far. Does this mean Lipow can beat Sherman? It would be a *major upset*, but Lipow is positioning himself as the *outsider* who has lifelong ties to the Valley and has hit Sherman on being a *career politician*. Sherman has a \$300,000

warchest and has received every endorsement around. Put this primary on your *watch list*, but Sherman is still favored...

☒ **17th C.D.** - This is the seat now held by Demo U.S. Rep. Sam Farr of Carmel. Farr has two Demo rivals in the primary: perennial candidate Art Dunn and an unknown named Robert Wigod. So the primary should be a breeze. On the GOP side, the favorite in a 3-person race continues to be farm bureau director Jess Brown, but the *Monterey Herald*, in a surprise move, endorsed Salinas businessman Phillip Chavez. The other GOP candidate is Dr. Barry Norris. Stay tuned...

CAMPAIGN '96: CA STATE SENATE PRIMARIES.

Editor's note: Here's an update on four State Senate contests which will be closely followed this fall...

☒ **21st S.D.** - While GOP Assemblywoman Paula Boland continues to beat up on Pasadena businessman Bob Oltman over Prop. 187, businessman/educator/policeman Wilbert L. Smith has won the endorsement of the 21st S.D. incumbent, GOP Sen. Newt Russell. It's a key endorsement. Smith also has released some new polling data. The survey by Moore Information (Feb. 21-25, 200 - 400 sample size) shows Oltman with 16%, Boland with 12%, Smith at 10% and school trustee Sharon Beauchamp at 4%. The undecided is at 56%, with *none* at 2%. The Smith spin is that he's at 10% and yet at the time of this survey, had not distributed any mail --- compared to several pieces for both Boland and Oltman...

☒ **5th S.D.** - Bad news for the GOP and their Senate Leader Rob Hurr. It has been disclosed that GOP candidate George Osborn of Sacramento owes about \$17,000 in back property taxes on his home. Yet last year for his campaign, Osborn loaned himself \$10,000 and got other loans from supporters in the amount of \$20,000. Osborn repaid himself in early January and repaid all but \$800 of the other loans. Osborn's GOP rival, Kurt Boese, has been all over Osborn for his *creative campaign financing*. Ditto State Sen. Patrick Johnston (D-Stockton)...

☒ **11th S.D.** - In this all-out war to replace former Sen. Tom Campbell (R), our sources report that the Demo effort behind Assemblyman Byron Sher of Palo Alto is still on track and he continues to hold a lead in

weekly tracking polls over his GOP opponent Patrick Shannon, who is Gov. Wilson's Bay area policy director. Organized labor in the San Mateo Co. has declared war on Wilson (and Shannon) and is a mainstay of the Demo GOTV effort. Question: did we hear this right? Did Shannon attack Sher for voting for Gov. Wilson's 1991 budget???

☒ **17th S.D.** - The GOP primary winner for this OPEN district will go on to win the general. The big question is who wins the primary? The two best known names are former State Sen. Phil Wyman (R-Bakersfield) and Assemblyman Pete Knight (R-Palmdale). And then there's Victorville's city manager, Jim Cox (R), who has a warchest of \$230,000 --- which makes him a formidable player. Knight has received lots of ink from two of his controversial bills (AB 638 - concealed weapons permits; and AB 1982 - to ban recognition of same sex marriages in Calif.), but hasn't done a mailer since X-Mas time. Wyman is known as a hard campaigner and still has name ID. Cox has signs, a strong following in San Berdu and recently mailed an absentee ballot application. If Knight had money, he'd be a big favorite, but he doesn't. So we rate this race as a *toss up*. Stay tuned...

CAMPAIGN '96: CA STATE ASSEMBLY PRIMARIES.

Editor's note: Here's a brief update about four CA State Assembly primaries...

☒ **53rd A.D.** - In the two-person GOP slugfest to see who gets a shot at Demo Assemblywoman Debra Bowen, the hit pieces are starting to fly. Torrance Councilman Dan Walker (R) did as everyone expected and blasted GOP businessman John Morris for being a *Beverly Hills 90210 Carpetbagger*. It's consultant Allan Hoffenblum at his best. Walker's mailer also called Morris a *questionable Republican*. Haven't seen the response from Morris, but sources say he shot back, calling Walker a *liberal*. Oh what fun and Bowen must be loving it --- for now...

☒ **43rd A.D.** - While Demo Scott Wildman watches to see whom he'll face in November, the large GOP field (8) in this primary to replace Assembly Majority Leader James Rogan of Glendale is coming into focus, with businessman/educator John Geranios flooding the 43rd A.D. with direct mail --- and thus building name ID and support. And sources say that in addition to

his original \$200,000, he's pumped another \$100,000 into his campaign. Glendale Councilman Sheldon Baker is hanging on, as is Pete Musurlin, who is starting to sound like Pat Buchanan. LAPD Officer Peter Repovich and L.A. Co. Dep. DA Craig Missakian seem lost in this race, although Repovich has now dropped some mail and has been endorsed by a dozen law enforcement groups. And watch out for attorney James Regan, who benefits from a close name match with Rogan. We still rate this primary as a *toss up*...

☒ **44th A.D.** - Another terrible headline in the *Pasadena Star News* for incumbent GOP Assemblyman Bill Hoge(R-Pasadena). The headline reads: *Airline: Hoge sought favors*. Subhead reads: *Memo complains about assemblyman*. The memo is dated Dec. 21st and is from Southwest Airline. The details are complex, but Hoge and his staff deny any wrongdoing. Can Hoge primary rivals James Edwards or Fred Soldwedel take advantage of this situation???

☒ **78th A.D.** - There are hot primaries on both sides in this battle to replace Assemblywoman Dede Alpert (D-San Diego). On the Demo side, there are six rivals, but only 3 count: Dr. Lou Mone, a health care reform advocate; businesswoman/community activist Phyllis Kraus; and Deputy AG Howard Wayne. Krause has money and is trying to position herself as another Lucy Killea or Dede. Her team says she fits the district profile. But Wayne's team says, "She's no Dede or Lucy." Wayne is smart, caring, but isn't charismatic. Our sources see Wayne and Kraus in a tight race...

...On the GOP side, it's a total *toss up*. Some sources insist that former Assemblyman Tricia Hunter has the inside track, but former San Diego Councilman Bruce Henderson, with his lawsuit against the city for the way they are financing the reconstruction of Jack Murphy Stadium, is getting loads of coverage. Henderson's anti-tax message plays well. As for former Councilman Scott Harvey, sources say he got name ID, but just hasn't caught fire as yet. Stay tuned...

CALPEEK'S '96 DIRECTORY OF CAMPAIGN CONSULTANTS

All gone. Yes, we've sold out of the 5th edition of CALPEEK's 1995-96 Directory of Campaign Consultants. We'll start to work on the 6th edition in June of 1997. FYI: be on the lookout for CALPEEK's 1996 Election Guide (sometime in April or May)...

ALATORRE TO ADDRESS L.A. AFFAIRS FORUM.

L.A. Councilman Richard Alatorre will address members of the L.A. Current Affairs Forum, 11:30 a.m. reception, 12 noon lunch, Mar. 28, Hyatt Regency Hotel, L.A. For info & RSVPs ☎ Emma Schafer at (310)445-8862...

NEW JOBS, ADDRESSES AND PERSONNEL NOTICES.

Editor's note: Here are some items to mark down in your notebook...

- A sad note: former mayor and current Commerce Councilman Ruben C. Batres, 63, died Feb.27 after a battle with cancer. R.I.P...
- L.A. based law firm of Weissburg & Aronson has merged with Milwaukee-based Foley & Lardner. The law firm's new name: Foley Lardner Weissburg & Aronson...
- Mountain View-based American Data Management has been hired by the Florida Demo Party to handle the party's 1996 voter file. Also Julie Sawyer has been hired as the firm's GM and Tim O'Brien has been hired by ADM as an acct. mgr...
- U.S. Rep. Nancy Pelosi(D - S.F.) has hired the new S.F.-based campaign firm of Wins of Change to provide communications support to her '96 campaign...
- Ralph Payne, a legislative asst. to U.S. Sen. Dianne Feinstein(D), has been named director of development and marketing for the AIDS Healthcare Foundation...

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